

BLACKBURN DIOCESAN BOARD OF FINANCE

DIGITAL RESOURCES AND SOCIAL MEDIA OFFICER

JOB DESCRIPTION AND PERSON SPECIFICATION

Job Title	DIGITAL RESOURCES AND SOCIAL MEDIA OFFICER
Employed by	Blackburn Diocesan Board of Finance (DBF)
Reporting to	Communications Manager
Start date	As soon as practical
Salary	£24,440
Hours of work	35 hours per week. Occasional evening and weekend working will be required for which time off in lieu will be given.
Annual leave allowance	25 days + bank holidays (plus 1 day per year for length of service up to a maximum of 5 additional days)
Pension	Member of the Royal London Pension Scheme, 10% Employer contribution; minimum 2% employee contribution
Base	Clayton House, Walker Office Park, Blackburn, BB1 2QE
Job summary	
<p><i>In line with our Vision 2026 aims, the person fulfilling this role will coordinate and produce digital content for the DBF, as well as creating ways to engage digitally with people across the diocese; helping those who work in churches to make disciples, be witnesses, grow leaders and inspire children and young people.</i></p> <p><i>This digital evangelism work will include the development of creative content; enhancing existing digital channels and creating new opportunities online for engagement with the Christian message.</i></p> <p><i>You will be expected to be able to innovate in creating ways to connect with people and partner organisations across the diocese through social and digital media platforms; with the confidence and ability first to suggest and then to trial fresh ways of working digitally to appropriately enhance all our existing communications work.</i></p>	

Main duties	
1	To develop, oversee and assist in the development of fresh and compelling social media and digital resources and content for engagement with churches and church leaders in the Diocese of Blackburn and to support them in promoting their activities to the wider world.
2	Contribute to the formation of a coherent strategy for the use of digital media/resources across the Diocese of Blackburn.
3	Report in-depth on key metrics and analytics around engagement to provide appropriate insight into the ongoing effectiveness of our work with an understanding of how to continually improve our digital offering.
4	Applying best practice, to support and cover events and training, and ensure communication plans are linked to the Events on the Diocesan website and our office Sharepoint calendar.
5	Assist with the review of websites; ensuring pages are up-to-date and feature relevant and engaging news stories, information, resources and events.
6	Generate original and creative ideas for social and digital content to achieve missional growth, depth of discipleship, the formation of leaders and engagement with children and young people
7	To oversee our engagement with and on all our social media platforms; optimising proactive and reactive content to build engagement and interaction; alongside the effective scheduling of social posts.
8	To create and develop images, graphics and film for use in resource materials, publicity and publications.
9	Ensure our social media and digital resources meet KPIs and reflect wider missional goals.
10	To proactively monitor all Diocesan digital channels so that comments and queries are dealt with swiftly.
11	To contribute to plans to drive digital growth; engaging with and amplifying the social media footprint of our churches and assisting others in doing so.
12	As part of the communications team and wider DBF staff team, support colleagues in creating digital content including video, vlogs, blogs, other posts and campaigns; all to promote the work of the diocese.
13	Work effectively with colleagues at all levels to ensure our digital media and resources and our social media work complements and supports the wider work of the diocese.
14	Work with the Diocesan Communications Manager and, as appropriate, with other digital staff in the Board of Education and wider diocese to effectively achieve our aims and objectives.
Generic responsibilities	
	Adhere to relevant Safeguarding, Child Protection and other relevant policies in the fulfilment of the role and maintain confidentiality where required.

	Ensure that all health and safety instructions are followed, and care is taken to ensure safety for self and colleagues, reporting concerns immediately.
	To keep up to date with the latest digital developments and innovations and current best practice.
	This job description provides a guide to the duties and responsibilities of the post and is not an exhaustive list. The post holder may be asked to undertake any other relevant duties appropriate to the post. The job description may be amended over time but only in consultation with the post holder.

PERSON SPECIFICATION

Attributes	Essential	Desirable
Qualifications and training	<p>Educated to a Degree or Diploma level or currently working towards this.</p> <p>English and Maths at GCSE C or 5 grade or above</p>	<p>Degree in Social Media; Digital Marketing; Digital Communications/Public Relations or similar</p> <p>Membership of a professional organization, such as the Chartered Institute of Public Relations (CIPR) or Chartered Institute of Marketing (CIM)</p>
Experience and skills	<p>Understanding of how to develop a digital media strategy.</p> <p>Working knowledge of and competency in WordPress, Premiere and Photoshop</p> <p>Working knowledge of and competency in InDesign or similar</p> <p>Understanding of and proficiency with web design software and Adobe creation software</p> <p>Knowledge of how to use social media for company promotion and how to increase user engagement through analysis of data and website usage</p>	<p>Experience of shaping communications strategy within a Christian organisation</p> <p>Knowledge of the Church of England traditions, structures and organisation</p> <p>Experience of working with children and young people in a church context</p> <p>Experience of working with churches and church leaders of all ages.</p> <p>Experience of developing resources for children's work/youth work.</p> <p>Ability to write news and feature-based stories for publication.</p>

	<p>Knowledge of effective project management techniques</p> <p>Experience with the creation and generation of video content and the ability to expand our YouTube channel and innovate using video on platforms yet to be explored by the diocese</p> <p>Accurate administration and IT skills, including extensive knowledge of Microsoft Office applications</p> <p>Ability to work on own initiative within the parameters of the role</p> <p>Experience in Google Analytics</p> <p>Copywriting experience across social platforms with the ability to adapt the tone of voice seamlessly to suit the target demographic.</p>	<p>Presentation and training skills: Ability to present information clearly and succinctly in a group setting; such as in a meeting or providing digital training to parishes.</p> <p>Some knowledge of the latest developments in AI-based technology; and particularly how it could be employed to the benefit of the Diocese.</p>
General attributes	<p>Self-motivated and able to think creatively, generate ideas, and a willingness to act on own initiative</p> <p>Ability to reflect theologically on children's work and youth work as well as work to engage people of all ages</p> <p>A creative thinker and innovator</p> <p>A strong communicator; being able to give and receive clear information</p>	<p>Confidence with dealing with a variety of stakeholders and stakeholder organisations</p> <p>Understanding of safeguarding practices in a church and school context and for all contexts in which the postholder may operate on behalf of the Diocesan Board of Finance</p>

	<p>Friendly and approachable with an ability to appropriately build relationships across all levels of the organisation</p> <p>Understanding of safeguarding practices</p> <p>Flexible and co-operative team worker</p> <p>Ability to work efficiently and accurately under pressure</p> <p>Ability to effectively prioritise tasks</p> <p>Commitment to continuing professional development</p> <p>Willingness to work flexibly and outside office hours as required</p>	
Circumstances	<p>DBS clearance (A DBS Check will be carried out as part of the appointment process).</p> <p>A committed Christian with a lively faith; active in a member church of Churches Together in Britain and Ireland, Evangelical Alliance or The North West Partnership.</p> <p>Full driving licence and access to a car or demonstrable alternatives available.</p>	<p>Understanding of the breadth of theologies and traditions in the Anglican church.</p> <p>Willingness to explore more contemporary expressions of worship</p>
<p>Believing diversity enables us all to thrive and develop, the Boards of Finance and Education are committed to race and disability equality; welcoming applications from those who may consider themselves disabled and from people with black and minority ethnic backgrounds.</p>		

How to Apply

Want to help us with our mission work in the digital space? Do you have a heart for Jesus and a head full of great ideas?

If you do, then ...

- First, read the job description and person spec.
- Second, fill in an equal opportunities monitoring form and application form, clearly showing us how you match the skills we are looking for
- Third, write a personal covering letter to accompany your application form responding to the statement: 'I am the right person for this new digital role and this is why ...' Your letter should be no more than 500 words.

This is a rare opportunity. Don't let it pass you by.

All applications should be sent to Andy Cooke Andrew.cooke@blackburn.anglican.org

Outline of Terms and Conditions

Employer: Blackburn Diocesan Board of Finance

Salary: £24,440 per annum

Hours: This is a full-time role based on a 35-hour working week, but the post holder may be required to work additional hours as to meet the reasonable requirements of the role. The post holder will be entitled to time off in lieu for attending meetings outside normal office hours which may include evenings and weekends.

Location: The post holder will be based at the Blackburn Diocese Board of Finance, Clayton House, Walker Office Park, Blackburn, BB1 2QE. The nature of the role requires regular travel around the diocese, and sometimes beyond. A smartphone and laptop can be provided to assist remote working.

Pension: The default for staff is a Royal London Pension Scheme, 10% Employer contribution 2% minimum employee contribution. Clergy can opt into the Church of England Clergy Pension Scheme via a salary sacrifice. Details of this are available on request.

Annual leave: The full-time entitlement is 25 days (not including statutory bank holidays) in the first year of employment rising by 1 day per completed calendar year up to a maximum of 30 days per year. This is pro rata for part time employees. The holiday year runs from 1 January to 31 December.

Additional discretionary days (non-contractual) may be given between Christmas and New Year.

Probationary period: The appointment is subject to the satisfactory completion of a six-month probationary period.



Notice Period: During the six-month probationary period two weeks' notice is required on either party. Thereafter you will be required to give six weeks' notice should you wish to resign.

Expenses: Working expenses are paid at the diocesan rates.

Employee Assistance Programme: is available

Right to work: The post-holder must have the right to reside and work in the UK.

Diversity - The Diocese of Blackburn believes that diversity enables us to thrive and develop and is committed to race equality, welcoming applications from UK Minority Ethnic/ Global Majority Heritage backgrounds

The Diocese of Blackburn is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults. All post holders and volunteers are expected to share this commitment.

This job description finalised July 2023, SW and RS.